



Great Ideas

Here are some ideas to get you started on a successful Rideshare Weeks campaign. Or create your own.

“Frankly my dear, I don’t give a van”

This may be so, but you can still drive/ride in one. Your vanpool formation worries may be “Gone With the Wind” when you invite your transit agency to bring a vanpool over for a lunchtime presentation. Reward your employees who check out the van with a little southern hospitality. Set out some refreshments and lots of peanuts.

A Funny Thing Happened on the Way to My Rideshare

It’s story time! Invite employees to submit stories about their commute...perhaps it is unusual in some way or perhaps something funny happened during a bus, vanpool, bike or carpool trip. Print the stories in your company/organization newsletter and display them on a bulletin board. Let employees or a selected panel take a vote on which story is the funniest and reward the teller with a prize.

Car Wars: Ridesharing Strikes Back

Carpoolers have The Force in this promotion as you highlight a ride share mode that might have more potential than a Wookie has hair. Reward employees who sign up to carpool by hosting a lunch from Jabba (Pizza) the Hut.

Lights, Camera, Action

Take photos of employees who rideshare. If you have a digital camera, you can post them in e-mail messages during both weeks to encourage others to rideshare. If you only have a regular film camera, develop your photos and make a bulletin board display.

From Home to Eternity

Who in your company/organization can travel the most commute miles in two weeks? You’ll know on October 27 when some lucky employee turns in his/her Rideshare Weeks travel log. Have each employee measure their commute mileage and see who has the most after two weeks.

The Great Escape

This promotion is as daring as a Steve McQueen high-speed chase scene. Will your company or organization provide a day off for some lucky ridesharing employee in a Rideshare Weeks drawing? If not, why not set up a limo lunch out of the office for an hour at some local fancy restaurant. Some limousine services will donate a ride in exchange for having their limo & advertising sign in your company parking lot for the day. Not a bad trade off, if allowed.

Pretty Woman

Would a local hair salon donate services for a Rideshare Weeks prize drawing? The title sounds like a gender problem but if the prize is not won by a female, what male could turn down a great gift certificate for his spouse or girlfriend? Remember, at Rideshare Weeks there are only 52 shopping days until Christmas!

Guess Who's Coming to Rideshare

Everyone likes a mystery game, don't they. You can add some suspense to Rideshare Weeks by announcing that a "mystery rider" is somewhere and each day you can release a clue to reveal who he/she is. Have some fun with the guessing game and make ridesharers and non-ridesharers try to guess who the mystery rider is. Along the way those who do not rideshare will need to explore the various commute modes available to the worksite.

Easy Rider

This is a re-title of last year's "Rideshare 101." Demonstrate to non-ridesharers how to ride the bus (how to read a schedule and where to catch the bus); invite a local bicycle shop to put on a bike tune up demonstration, fit people with helmets, show off new bikes and learn how to ride safely.

Get Caught in the Rideshare Matrix

Go high-tech and download your non-ridesharing employees into some ridematching situations. If you have employees in a database, you could offer ridematching during lunchtime or promote your local transit agency's services.

It's a Mad, Mad, Mad, Mad, Mad World /

It's A Wonderful Rideshare

This promotion is not about anger management...it's all about how employees turned a bad commute into a positive rideshare. Perhaps saving money or creating less stress helped an employee get out of an SOV and onto the bus, vanpool, carpool, telework or bike situation. Let them submit stories to your company newsletter and post some stories on your commuter option board.

The Breakfast Club

During Rideshare Week, set up a table in your parking lot and greet those you meet ridesharing with a donut & coffee.

Jurassic Park & Ride

Meet a group of employees who vanpool from a Park & Ride and thank them for parking their “dinosaurs” and saving fossil fuel. Give each a treat...

Trading Places

Have a day during Rideshare Weeks where people who rideshare come dressed/disguised as a movie star. Hold a contest with employees to see who looks the most like a star. See if your company cafeteria or nearby restaurant will donate free lunches to the winner.

Car Trek: The Wrap of Bon

During Rideshare Week, have a secret, wrapped item from the Bon Marche... put it on display during lunch time. People who register for Rideshare Week are eligible to win the box or they may take an envelope that contains free lunch tickets from the cafeteria.

2003: A Rideshare Odyssey

Post ridesharing messages on “black monolith” paper slabs for bulletin boards, elevators, walls in high employee traffic areas. Address each message: “Dear Dave” and then sign each “Love, HAL.”

The League of Extraordinary Ridesharers

Make a list of employees who travel to work by various rideshare modes and post the list in the company newsletter or on a bulletin board. Thank each for doing his/her part to reduce traffic congestion, air pollution, parking lot problems and gasoline use. Put a star by the name of any employees on the list who either looks like Sean Connery or can mimic his voice.

The Sound of Ridesharing

You may not be able to “solve a problem like Maria” but you might be able to solve commuting problems for employees who are trying to “Climb Every Mountain” when they commute alone. Helping these employees with ridesharing can be as easy as “Do-Re-Mi.” Invite employees to write songs about ridesharing to work using the songs from “The Sound of Music.” Post these works in your company newsletter or on bulletin boards around work. You might find “Sixteen Going on Seventeen” ideas that make ridesharing “Something Good” for your employees. Then, ridesharing may become one of your and “My Favorite Things.”

That's the Ticket

Looking for some fun incentive prizes to make sure your employees reach the silver screen? Visit this Web site for discount movie and concessions information:

www.amctheatres.com/store/discount_tickets.html